CITY FUNDING REQUEST APPLICATION

Date Submitted: 1-31-13

Amount Requested: $5,000.00

List of specific items the City funds will be used to offset Trail Construction Dollar Mountain

A trail connecting the north end of Dollar Mtn on west side to south end.

1. APPLICANT/ORGANIZATION

A. Applicant/Organization Name: Sun Valley Marketing Alliance

Contact Person (if different from above): Greg Randolph

Address/City/State/Zip: PO Box 4934, Ketchum, ID 83340

Phone: 208.720.5785

B. Type of Organization: non-profit (i.e: corporation, public, non-profit, other).
Attach copy of Secretary of State designation, if applicable.

Applicant/organization must provide Federal Identification Number or Social Security Number, whichever is applicable.

Federal Tax Identification Number: (corporation) 82-0254694 or,

Social Security Number: (individual) _____

C. How long has organization been active in Sun Valley? 3

D. How many people belong/participate in the organization? 250+ Business members

E. Officers and Board of Directors:

Name/Residence Address/Office Held

Bob Youngman

Jake Peters - President

Wendy Jacquet

Zach Crist; Tim Silva

F. History of event(s) organization has conducted and number of participants:

This is the third year of Ride Sun Valley. In 2011 we had approximately

1400 participants. In 2012 we had approximately 1500-1600.

2. EVENT: Bike Festival - Bike Races

A. Event Title: Ride Sun Valley 2013

B. Date and Time of Event: June 29- July 6, 2013

C. Location of Event: multiple locations: Dollar Mountain, Sun Valley, River Run base, Warm Springs base, DnTwn Ketchum

D. Purpose of Event: Mtn Bike Festival partnered with US National Championship- Marathon Distance MTB

E. Description of Event: 8 days of professional, amateur and novice racing, women/men, adults & children

Events and other activities related to biking.

F. What benefit will event have on the City of Sun Valley? In 2012 Ride Sun Valley had an est. $5mm impact.

Generated media exposure throughout the country covered by every major bike-related outlet.

G. How will you publicize and promote this event? Advertising, PR, niche marketing campaign, social media activation

H. How will the sponsorship of the City of Sun Valley be acknowledged at this event?

Sun Valley city logo on website, printed programs, other printed event collateral

(If this application is approved, the following statement must be included on all printed and media materials to acknowledge the City of Sun Valley's funding support of this event: "Funded in part by the City of Sun Valley". Proof of City recognition must be provided prior to funds being disbursed.)

3. PERSON IN DIRECT CHARGE OF HANDLING FUNDS FOR EVENT

Name: Greg Randolph / Linda Horn

Address/City/: PO Box 4934 ketchum

State/Zip / Phone: ID 83340

4. ENTITY TO WHOM CITY FUNDS ARE TO BE DISBURSED

Name: Sun Valley Marketing Alliance

Address/City/ PO BOX 4934 Ketchum

State/Zip/Phone: ID 83340 208-726-3423

5. PREVIOUS CITY FUNDING HISTORY

A. Has the organization applied for assistance from the City of Sun Valley within the last twelve (12) months?
Yes___ No x____. If yes, please indicate the date_____ and amount:$_____

B. Did you receive assistance? Yes _____ No_____
If yes, please indicate amount funded: $_____
Purpose:_____

C. Attach a profit/loss statement for the last time the event occurred.

6. Will the event be open to the general public? Yes x___ No___

7. Estimated Attendance: 5,000+

8. Will there be an entry fee for participants? Yes X No___
If yes, how much? entry fee (racers)
(Although certain events may involve athletic or recreational competitions requiring entry fees for participation, there may not be an admission charge to attend or to be a spectator.)

9. Is the event a partisan event? Yes ___ No X

10. Is the event a political event? Yes ___ No X

11. Does the event fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials? Yes_____No X

12. Attach a full statement of the character and extent of the charitable, public, or philanthropic work performed by the applicant organization within the City and elsewhere.

13. The amount of any wages, fees, commissions, expenses, or honorariums to be extended or paid to anyone in connection with the event and to whom paid may appear in the Event Budget.

14. EVENT REPORT

A. List matching funding from the local business community. (Include the date solicited, amount expected, and when a funding decision will be/has been made.)

B. If this funding request is denied, will the event still take place? Yes X No____

C. State reason City funding is essential to success of this event:

The trail we will construct using these funds will bring the race through the city of Sun Valley and create an opportunity for the entire community to be included. This trail will become a legacy feature of the event, left for future use and enjoyment.

D. Complete the Event Budget form on page 8.

E. Complete the Financial Statement form (page 9) for the preceding fiscal year. Financial Statements may be audited, if required by state Law.

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If this application is approved, the EVENT SUMMARY REPORT must be completed and returned to the Sun Valley City Council within 30 days after the event in order for funds to be disbursed. It should include all expenses and sources of income. Failure to submit this report within 60 days after the event will cause funding to be revoked.

Signed: (Authorized Official/Agent or Applicant)

Date:

I (Authorized Official/Agent or Applicant) do hereby certify that the information submitted in this application is correct.

Sworn to and subscribed before me this_____day of _____ , 20 .

Notary Public Commission Expires:_____

_____

RETURN APPLICATION TO: SUN VALLEY CITY

COUNCIL c/o CITY ADMINISTRATOR'S OFFICE

P.O. BOX 416

SUN VALLEY, IDAHO 83353

(208) 622

2012 USA Cycling MTB XC National Championship Budget
Post-Event Reconcile

USAC Expenses	Budget	Actual	Comments/Detail
Event Travel Air	$1,215.00	$ 1,333.53	Micah, Tom, Tara, Kevin
Event Travel Ground	$800.00	$ 1,066.37	Kelli, Micah, Tom, Tara, Kevin, Ian
Event Staff Food	$1,800.00	$ 944.95	Kelli, Micah, Tom, Tara, Kevin, Ian
Announcer fee and airfare	$3,600.00	$ 4,077.39	Larry, Richard
Site Visits	$650.00	$ 670.36	Kelli-venue & course inspections, mtgs, ops team working lunch
USAC Event Permits	$0.00	$ -	
USAC Insurance Surcharges	$5,600.00	$ 5,150.00	
Officials Fees and per diem	$5,705.00	$ 5,365.00	
Officials Overtime Fees	$0.00	$ -	
Officials Travel Air	$2,800.00	$ 3,632.00	
Officials Travel Ground/Parking	$1,294.80	$ 1,400.03	
Officials Dinner	$300.00	$ 444.82	Officials + 2 USAC staff
Communications Staff	$695.00	$ 910.72	Dave
Registration/Membership travel	$1,230.00	$ 1,250.68	Jan, Andrea B
Race Numbers (Static)	$1,400.00	$ 2,098.33	Hard number plates + back numbers for UCI categories XCO
Operations Team	$30,000.00	$ 30,000.00	Breakaway Promotions/6 directors, 4 assts, transport to/from SV, meals
Timing/Scoring Services	$9,750.00	$ 9,750.00	One2Go Timing Services
Events Truck/Sound/Stage/Trusses	$9,700.00	$ 9,700.00	USAC Events Truck/trailer/sound/stage/trusses
Map Services	$570.00	$ 570.00	Sam Young
Misc Event Expenses	$500.00	$ -	
Hardware-course supplies	$1,000.00	$ 1,544.96	from chad's spreadsheet
Event Staff & Officials Food/Beverage	$1,000.00	$ 1,253.89	from chad's spreadsheet
Printing/Copies - Tech Guide	$250.00	$ 395.49	
Shipping	$390.00	$ 53.61	
Medals	$742.50	$ 742.50	
Registration Supplies	$300.00	$ 107.84	Misc USAC expenses
Hard Fencing/2000'	$5,122.42	$ 5,122.42	Big Shark Event Services
Venue Trash	$500.00	$ 343.00	Clear Creek Disposal
Media/Staff/Feed/VIP Passes	$270.00	$ 542.78	credentials & lanyards
Sponsor Servicing	$2,000.00	$ 34.42	VW
Jerseys	$0.00	$ 82.54	
	$89,184.72	$ 88,587.63	

LOC Expenses	Budget	Actual	
Venue Permits	$1,950.00	$ 2,431.56	updated by Linda
Venue Security	$500.00	$ -	
Porta Potties	$800.00	$ 366.22	updated by Linda
Motos	$0.00	$ -	
Hardware-course supplies	$1,000.00	$ -	
Event Staff & Officials Food/Beverage	$1,000.00	$ -	
Staff, Officials Event Food (actual paid to SVC)		$ 3,315.50	Lunch vouchers turned in at event to SV Co.
Volunteer Food	$1,200.00	$ -	(included in staff food)
Volunteer T-shirts	$1,500.00	$ 1,864.50	STAFF tee's for this year
Volunteer Supplies	$500.00	$ -	
Event Signage	$500.00	$ -	
Newspaper Notifications	$1,000.00	$ -	(just got the bill 8.30.12)
Competition Office Supplies	$200.00	$ 188.32	Fax, Printer, Internet, Paper, Office supplies
USADA/doping control	$100.00	$ -	sealed drinks, curtains (if needed), ice (if needed)
Elite Champagne/Flowers	$100.00	$ -	
Misc Event Expenses	$350.00	$ 5,370.00	Ambulance cost--just added.
	$10,700.00	$ 13,536.10	
TOTAL EVENT EXPENSES	$99,884.72	$ 102,123.73	

REVENUES	Budget	Actual	
Sponsorship Sales - secured	$25,000.00	$ 20,250.00	SVMA received after commission paid- per proposal submitted to host event
Sponsorship Sales - unsecured		$ 7,250.00	
USA Cycling Sponsor Servicing	$10,000.00	$ 10,000.00	
tech/expo	$5,000.00	$ 3,675.00	received by SVMA
Entry Fees	$85,000.00	$ 92,190.00	
TOTAL EVENT REVENUES	$125,000.00	$ 133,365.00	
Profit or Revenue Total	$25,115.28	$ 31,241.27	To be split 50/50 between SVMA and USAC.

SVMA/Sun Valley Resort	
Staff/Officials Lodging	$20,000.00
Public Safety Fees - Police	$2,000.00
Emergency Medical Fees	$8,000.00
Site Visit Lodging	$300.00

USA Cycling	
Pro Cash Purse - XC Male & Female	$2,000.00

Sun Valley Company	
Food Concessions	$5,000.00
Lift Fees (Super D)	

Staff Expense	Kelli	Micah	Tara	Tom	Ian	Jan	Andrea B	Dave	Kevin	TOTAL
Flight + Bag Fees		326.00	317.10	373.33		533.60	317.10	491.60	317.10	2,675.83
Car Rental + Fuel	433.37	370.90		262.10		61.35				1,127.72
Meals/per diem	200.79	275.76	26.91	441.49		338.63		334.12	0.00	1,617.70
Airport Parking			56.00					85.00		141.00
Mileage										0.00
TOTAL	634.16	972.66	400.01	1,076.92	0.00	933.58	317.10	910.72	317.10	5,562.25

Officials Expenses	Mike Donovan	Jacque Payne	Scott Chaney	Shari Barr	Cyndi Smith	Buddy Brownstein	Rogene Killen	TOTAL
Flight + Bag Fees	$528.00	$578.00	$528.00	$578.00	$264.00	$578.00	$578.00	$3,632.00
Car Rental + Fuel	$580.33		$525.27					$1,105.60
Meals/per diem	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Airport Parking		$55.95		$30.00		$30.00		$115.95
Mileage		$15.64		$15.64	$36.80	$9.20	$101.20	$178.48
Officials Fees	$1,100.00	$650.00	$745.00	$765.00	$825.00	$630.00	$650.00	$5,365.00
TOTAL	$2,208.33	$1,299.59	$1,798.27	$1,388.64	$1,125.80	$1,247.20	$1,329.20	$ 10,397.03

Insurance Detail		subtotal
Racer Days	$3 x 1450	$4,350.00
Addl $4million	$500.00	$500.00
Motos	2 x $150	$300.00
TOTAL		$5,150.00

Awards Detail		subtotal
Medals	$2.70 x 275	$742.50
Elite Awards	$100.00	$100.00
TOTAL		$842.50

Shipping Detail	
Jerseys & Medals	$0.00
Registration Supplies	$0.00
Signage - Vision	$300.00
Signage - Shipping	$60.00
post-event shipping	$30.00
TOTAL	$390.00

USAC Misc Detail		subtotal
Zip Ties		$107.84
TOTAL		$107.84

SV Misc Detail		subtotal
TOTAL		$ -

Announcers Expenses	Larry Longo	Richard Fries	TOTAL
Flight + Bag Fees	$363.20	$528.00	$891.20
Car Rental + Fuel		$386.19	$386.19
Meals/per diem			
Airport Parking			
Mileage		$70.68	
Announcers Fees	$1,400.00	$1,400.00	$2,800.00
TOTAL	$1,763.20	$2,384.87	$ 4,077.39

Sponsorship Sales - Secured	Sun Valley			
Sponsor	Amount	Net Revenue	Commission	
Burlington Northern Santa Fe RR	$15,000.00	$11,250.00	$3,750.00	
Zions Bank	$10,000.00	$9,000.00	$1,000.00	updated by Linda
Town of Ketchum	$2,500.00	$1,875.00	$625.00	per Greg - not part of shared budget
	$25,000.00	$20,250.00	$4,750.00	

Sponsor Servicing	Signage	Decals	Shipping	Total

SVMA Expenses minus revenue	$ (17,638.90)	USAC owes this to SVMA to cover expenses
Revenue Split	$ 15,620.64	Half of total revenue
SVMA owes USAC	$ 2,018.26	

updated: 2 August 2012

SVMA - Budget for Mtn. Bike Race 2012

	AMOUNT
Shared sponsor revenue: (in shared budget)	
Scott USA (Race Cycle Sponsor)	$ 10,000.00
Burlington Northern Santa Fe (exclusive sponsor-Short Track race Fat Tire Crit partial)	10,000.00
Zions Bank (exclusive sponsor-Olympic Cross Country race)	10,000.00
	-
Total Sponsorships	$ 30,000
Less: 25% finders fee & Hosting Fee	$ 5,000
Net sponsorship dollars	$ 25,000
Expo Income (part of shared budget)	$ 3,675
SVMA sponsorships & revenue: (not in shared budget)	
ITC - Grant monies (to off-set advertising costs)	$ -
ITC - Sponsorship for racer maps	2,500
Merchandise revenue	12,000
Camping revenue	4,270

Welcome dinner revenue		625
Super Duper Downhill registration revenue		7,000
Fat Tire Crit registration revenue		2,200
Fat Tire Crit prize/event sponsors: *(Atkinson's, Elephant's Perch, Sturto's, Backwood's, Despo's, Java, Community School, The Cellar, Moss Gardens, Wiseguy Pizza, That's Entertainment, Smith Optics, Bavarian Soul, UPS Store, KB's, Iconoclast Bookstore, Rico's, PK's)*		6,250
Race program advertising revenue (advertisers include): *(Ketchum Dry Goods, Redfish Lodge, SV Center of the Arts, KB's, Rico's, Powerhouse Lallman, Felton, Peterson CPA's, MacKay River Tours, SV Trekking, Whiskey Jacques, Company of Fools, Engel Prop Mgmt, Perry's, Sturtos, Ski Tek, Sushi on Second, Elephant's Perch, Formula Sports, Backwoods Mtn Sports, Kentwood Lodge, Tom Heinrich, Realtor, Galena Lodge)*		10,900
Total other revenue	$	45,745
Ninkasi		5,000.00
Shimano All Mountain	$	5,000
Ketchum Video Production Sponsor	$	1,000
Scott All Mountain		5,000
Breakaway Promotions Video Production Sponsor		2,250
BNSF Fat Tire Crit		5,000
Sun Valley Brewery (Fat Tire Crit sponsor)		2,500
Cox Communications		5,000
SVPN VIP Reception Sponsor		2,000
The North Face		3,000
Smith Optics		1,000
City of Ketchum		2,500
	$	39,250
Less: 25% finders fee & Hosting Fee	$	2,750
Net SVMA sponsor revenue	$	36,500

Total Net Sponsorship & Revenue (SVMA only)	**$ 82,245**

Marketing expense: (not shared with USA Cycling):	**Actual**
Publications:	
Advertising/regional/vertical/local	
Graphic Design for ads	
Posters:	
Postage & Mailing	
Printing Posters	500
Banners:	
Mobile banners 3 - 4 (only first year expense)	
Over the street banner (only first year expense)	-
Total Marketing	500

Marketing Contracts:	
Metric Marketing Group	2,500
Sun Valley Events	10,850
Account Manager	3,000

Promotional Materials:	
Maps:	
1000 maps(max) for Rider's Bags	5,500
Program expense:	
Graphic Design	2,100
Printing	2,686
Promotional Event Materials - SAP	

	Activation	1,500
	Sponsor Signage	3,300
Promotional Video		5,500

		Actual
Insurance for Additional Events		
	Event Rider on SVMA policy (included in policy, no extra payments required)	-
Miscellaneous Expenses:		
	Travel for site visits / meetings	2,285
	Shirts for volunteers (STAFF shirts)	2,500
	Event supplies - copies of maps around town, mailing tubes etc	701
	Badge design & Tickets	333
	Flowers for winners	-
Housing:		
	Housing of event staff (estimate)	-
Merchandise:		
	Cost of Merchandise	8,000
Ambulance:		
	to be kept at race site (could be $5000)	3,500

		Actual
Additional Events:		
Welcome Dinner - Town Plaza (July 13)		
	Food costs	6,006
	Table, chairs, utensils etc	1,296
Camping:		
	Porta potties & dumpsters	994
	Camp Host	700

	Work w/ Y, for offer shower passes - total Cost 0	-
Super Duper D		
	Contract with Break Away	4,000
	Timing scoring and officials	2,150
Fat Tire Crit:		
	Contract w/ Breakaway Promotions (Chad)	7,500
	Timing of Crit	1,150
	Prize Money	3,630
	Advertising exp & misc exp	355
VIP Tent:		
	no room cost - used River Run Room	
	Food costs only	3,894
VIP Reception:		
	Food for VIP Reception	2,500
Total expenses for SVMA		**88,930**
Net Income / Loss		**$ (6,685)**

1,172.67

SVMA - Budget for Mtn. Bike Race 2013

SVMA sponsorships & revenue: (not in shared budget)

ITC - Grant monies (to off-set advertising costs)	$	-
ITC - Sponsorship for racer maps		2,500
Beer Festival Revenue		-
Merchandise revenue		15,000
Camping revenue - 2012 Number		4,270
Super Enduro Revenue		20,000
Ketchum Criterium registration revenue		3,000
Ketchum Crit prize/event sponsors: 2012 Figures *(Atkinson's, Elephant's Perch, Sturto's, Backwood's, Despo's, Java, Community School, The Cellar, Moss Gardens, Wiseguy Pizza, That's Entertainment, Smith Optics, Bavarian Soul, UPS Store, KB's, Iconoclast Bookstore, Rico's, PK's)*		6,250
Race program advertising revenue (advertisers include): *(Ketchum Dry Goods, Redfish Lodge, SV Center of the Arts, KB's, Rico's, Powerhouse Lallman, Felton, Peterson CPA's, MacKay River Tours, SV Trekking, Whiskey Jacques, Company of Fools, Engel Prop Mgmt, Perry's, Sturtos, Ski Tek, Sushi on Second, Elephant's Perch, Formula Sports, Backwoods Mtn Sports, Kentwood Lodge, Tom Heinrich, Realtor, Galena Lodge)*		10,900
	$	61,920

Sponsor Revenue: Preliminary Estimate

Ninkasi		5,000.00
Shimano	$	10,000
Scott Sports		15,000
Cox Communications		10,000
Zion's Bank		-

505 Salsa		2,500
Smith Optics		1,000
	$	43,500
Less: 20% finders fee & Hosting Fee	$	8,350
Net SVMA sponsor revenue	$	30,800
Total Net Sponsorship & Revenue	**$**	**92,720**

Marketing expense: (not shared with USA Cycling):

Posters:	
Postage & Mailing	100
Printing Posters	500
Banners:	
Mobile banners 3 - 4 (only first year expense)	
Over the street banner	400
	-
Website/Email:	
Website updating and maintenance	1,000
Website hosting	
ecomm side of website	
	-
Social Media:	
Twitter, Facebook engagement	
Targeted facebook ad buy	
Public Relations:	
Local and National extensive PR efforts	
recreational winter engagement	
Hosting	
Total Marketing	2,000

Marketing Contracts:	
Whitney Werth (20% of sponsorships delivered)	
Sun Valley Events	12,950
Promotional Materials:	
Maps:	
1000 maps(max) for Rider's Bags	5,500
Program expense:	
Graphic Design	2,100
Printing	2,686
Promotional Event Materials - SAP	
In store/ on site displays	1,000
Sponsor Signage	
Pronotional Items	
Stickers	1,000
Promotional Video and photography	5,500
Insurance for Additional Events	
Event Rider on SVMA policy (included in policy, no extra payments required)	-
Permits	
City of Ketchum	
USFS	
City of Sun Valley	
Miscellaneous Expenses:	
Shirts for volunteers (STAFF shirts)	2,000
Event supplies - copies of maps around town, mailing tubes etc	701
Badge design & Tickets	333
RSV Commemorative Trophies	500

Housing:		
	Housing of event staff (estimate)	-
Merchandise:		
	Cost of Hats	4,700
	Cost of Tees	8,000
Pubic Safety		
	Ambulance and EMT - Baldy Races	-
	Police Escorts	
Additional Events:		
Camping:		
	Porta potties & dumpsters	994
	Camp Host	700
	Work w/ Y, for offer shower passes - total Cost 0	-
Super Enduro		
	Contract with Break Away	6,500
	Timing scoring and officials	4,500
	Announcers, Fencing, Sounds- mic - structure, Misc	5,200
	Prize Money	3,000
Bike Expo		
	Porta Potties	500
	Generators	500
Sun Valley XC		
	Contract with Breakaway	
	Timing Scoring officials	
Beer Festival		
	Glasses	
	Misc	

Ketchum Criterium		
	Contract w/ Breakaway Promotions (Chad)	3,000
	Timing of Crit	1,000
	Permits, insurance, Officials, Fence, sound - mic - structure, Misc	7,000
	Prize Money	5,000
VIP Tent:		
	no room cost - used River Run Room	-
	Food costs only	2,000
Local Stoker Rides		
	Transportation	2000
	Fuel	500
	Misc	350
Pump Track State Champs		
	T Shirts	0
	Prize Money	-
MASSV Entertainment		
	Sound stage	1,000
	Performer	500
Total expenses for SVMA		**93,213**
Net Income / Loss		**$ (493)**

7,364.33

Proposed Trail

Race course starts riders from Ketchum Town Square. From there they will proceed East to Dollar Mtn Ski Area and then proceed behind Dollar on a network of trails before descending back down to Elkhorn. Course will connect in via service road to Meadowridge Road and then onto the golf cart path that will head over to Elkhorn Road to the south and out to HWY 75.

Option C

Satellite photo of race course over Dollar Mountain for Option C.